Take off with Merit!

Set your sights high with this Flight Jacket from Merit. Its genuine leather exterior is supple, yet rugged. The light-fill lining keeps you snug, yet sleek. Two deep stitched front pockets and adjustable snap cuffs. Available in unisex sizes S,M, L & XL.

Merit Leather Jacket Contest

OFFICIAL RULES – TO ENTER, YOU MUST BE A SMOKER, 21 YEARS OF AGE OR OLDER. 1. HERE'S HOW TO ENTER: In the spaces provided on an official entry form only, fill in your complete name, address (including zip code), phone number, date of birth and unisex flight jacket size: small, medium, large or extra-large. You must also unscramble the words in the word jumble, indicate your answers in the spaces provided and complete the following sentence in 25 words or fewer (please hand print or type): "I think I should win a Merit Leather Jacket because..." **IMPORTANT!** In order to be eligible for a prize, you must indicate your date of birth and sign your name in the spaces provided on the entry form, certifying that you are a smoker, 21 years of age or older as of date of entry. In addition, you must also circle your unisex flight jacket size. **2. WHERE TO MAIL YOUR COMPLETED ENTRY FORM:** Mail your completed entry in a hand-addressed 4-1/8" x 9-1/2" (#10 business-size) envelope, with a first-class postage stamp affixed, to: Merit Leather Jacket Contest, P.O. Box 4384, Blair, NE 68009-4384. Limit one entry per outer mailing envelope. Entries must be received by 6/30/97. **3. GENERAL RULES:** Contest open to residents of the U.S., who are smokers and 21 years of age or older at time of entry. Employees of Philip Morris Incorporated ("Sponsor"), its affiliates, subsidiaries, advertising and promotion agencies, and the immediate family members of each are not eligible. Void where prohibited by law. All federal, state and local laws and regulations apply. All entries become the exclusive property of "Sponsor" and will not be returned. Sponsor will not be responsible for lost, late, damaged, postage due or misdirected mail. Incomplete/illegible/mutilated entries, entries without a signature or entries not including a date of birth will be deemed null and void. All entries will be judged by D. L. Blair, Inc., an independent judging organization whose decisions are final on all matters relating to this contest. The completion statement of entrants providing the correct answers to the word scramble will be judged on the following criteria: originality and creativity - 65%; appropriateness to subject matter - 25%; sincerity - 10%. Likelihood of winning depends upon whether entrant provided the correct answers to the word scramble in English and on the quality of the completion statement compared to all other entrants' completion statements as judged by the criteria stated in the Official Rules. Winners will be notified by mail on or about 8/15/97. Any prize notification returned to Sponsor as undeliverable will result in disqualification. Sponsor reserves the right to provide a cash alternative at its sole discretion. Limit one prize per person. All federal, state and local taxes are the sole responsibility of winner. No substitution or transfer of prize permitted. Acceptance of prize offered constitutes permission to use winner's name, likeness and biographical information for commercial purposes without further notice or compensation, unless prohibited by law. **4. PRIZES AND ESTIMATED RETAIL VALUE:** 5,000 Grand Prizes - a Merit Leather Flight Jacket ($200 each). **5.** For the names of winners, available after 8/30/97, send a separate, self-addressed, stamped, #10 (business-size) envelope to: Merit Leather Jacket Winners, P.O. Box 4531 Blair, NE 68009-4531.

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Win a Leather Flight Jacket From Merit.

Limited to smokers 21 years of age or older.

Correctly unscramble the following words about Merit and complete the sentence found below in 25 words or fewer. ***Completed*** *entry form must be received by 6/30/97. No purchase necessary. See complete rules for details.*

1. HISCTW NODW 2. TIFREL

3. TALIUM 4. RALUT IHSLTG

Complete the following sentence in 25 words or fewer (please hand print or type):

I think I should win a Merit Leather Jacket because...

Fill out name and address below and mail to:

Merit Leather Jacket Contest, P.O. Box 4384, Blair, NE 68009-4384

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Male ☐ Female

Address _____ Apt. #_____

City _____ State_____ ZIP_____

Phone (____) _____

Regular Brand Smoked _____

Circle your unisex flight jacket size: S M L XL.

By entering this contest and signing below, I certify I am a smoker 21 years of age or older. I have read and understand the Official Rules. I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable state and federal law.

Signature X _____ **(required)**

Date of Birth (required) ____/____/____ Month Day Year **Today's Date** ____/____/____ Month Day Year

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